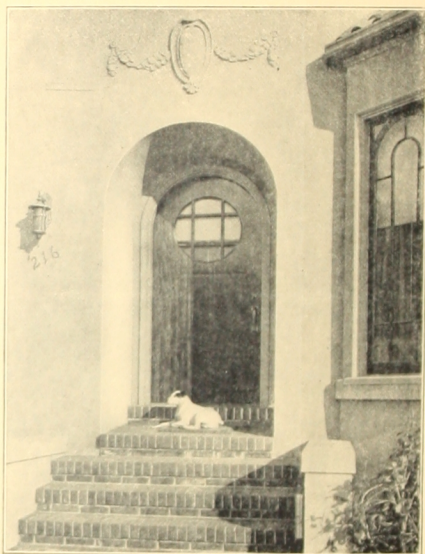


157-13.

Beautiful American Gumwood



*A superb native hardwood
for interior woodwork and furniture*



A GRACEFULLY proportioned door, interior paneling and woodwork of American Gumwood, and good furniture in which this dependable cabinet wood is used, contribute to the charm of a well appointed home.

GUMWOOD SERVICE BUREAU OF THE
HARDWOOD MANUFACTURERS' INSTITUTE

Memphis, Tennessee

REVEALING THE HIDDEN BEAUTY OF GUMWOOD

An American wood that attracts, but never tires the eye.



*The American Gumwood tree:
one of our most ornamental
forest products*

shine this fine wood came into being, now to be transformed by the hand of man into products that contribute to his well being and enjoyment.

The tree itself, as it displays its lofty and graceful symmetry, is one of the glories of our native forests. Its sturdy proportions are enhanced by masses of scarlet, orange, and yellow leaves, which change, as the summer wanes,

THE story of American gumwood dates back many centuries. Nature requires many years of favorable growth to produce a masterpiece, and in the vast stretches of our south-land forests, extending from the Atlantic to the Mississippi valley and beyond, the quiet work of building cell and fibre was going on long before DeSoto and his valiant men first beheld in wonder the mighty "Father of Waters." What a marvel of creation,



Dignity and harmony in Gumwood paneling

to the bronze and purple tones characteristic of the ash. In size, it is heroic; one hundred feet to one hundred fifty feet in height, with a diameter of four or five feet, is not unusual. And some idea of the extent of growth of this important tree may be gained from the fact that with the exception of the oaks, gumwood exceeds all other hardwoods.

Long Prized Abroad

LUMBERMEN have long known gumwood, yet vast tracts have been left standing while other interspersed hardwoods of widely varying species which happened to be wanted at the time, have been cut out. To the public, too, it is not a stranger; its wood has perhaps a greater variety of use, touching business and the home, than any other native forest product. Yet under the name "gumwood" it will possibly require an introduction to most readers. It is sometimes called sweet gum, because of the fragrant resin in the bark, known as "liquidambar."

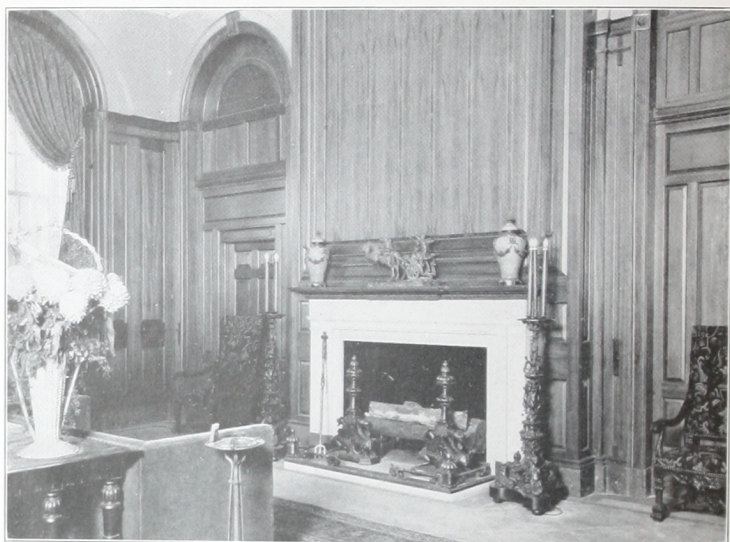
This panel of quarter-sawn veneer, figured Gumwood, matched for design, illustrates the exceptional decorative possibilities of this wonderful wood

NOTE: Gumwood is manufactured into both lumber and veneer, by both quarter and plain sawing. Veneer is also manufactured by rotary cut. Further information on application.





*Another characteristic design of quarter-sawn veneer, figured gumwood,
(Red Gum), matched for pattern. Natural finish.*



No wood yields more uniform and beautifully matched paneling than figured Gumwood

In foreign countries, where it has found favor for years, it has been termed hazelwood, and even satin-walnut, because in certain effects and finishes applied to it, it closely resembles these deservedly popular woods.

Now Appreciated at Home

Europe has long recognized the exquisite beauty and texture of American gumwood. In fact, England, France, Italy, Spain, and other countries were first to recognize its fine working qualities. In America, however, its light was for a time hid under a bushel, so far as public acquaintance with its true worth is concerned. But now, due to growing appreciation of its merit, the valuable products of the gumwood tree stand forth proudly as "American gumwood," nothing else—so named, and so prized. The old adage, "a prophet is not without honor, save in his own country," no longer applies, if we may adjust this metaphor to a tree.



Quarter-sawn gumwood, (Red Gum) figured wood. Finished natural.

One of Nature's Riddles

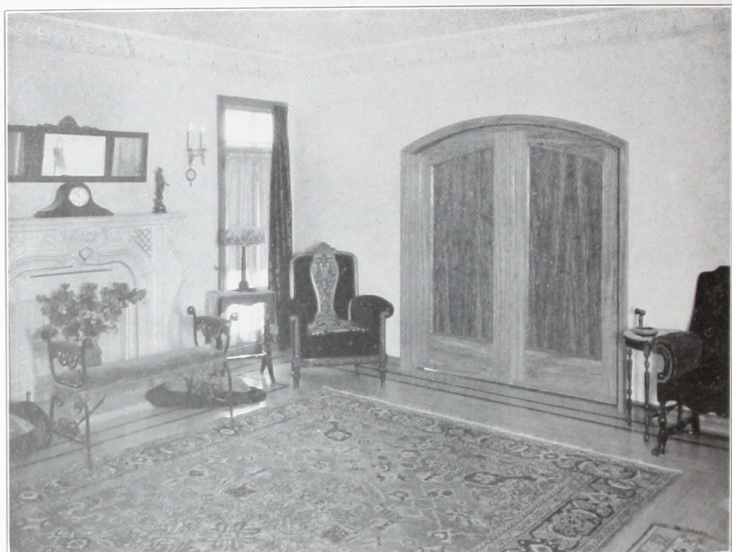
WE ALL know the process called "quarter-sawing." It produces in most woods a characteristic and highly prized pattern or figure, which lends a pleasing decorative effect to paneled walls and furniture surfaces. The striking individuality of quarter-sawed oak, for example, at once comes to mind. It will be interesting, just for a moment, to account for this effect. Consider the end of an oak log. The rings of growth, which determine the age of the tree, are familiar to everyone. But notice the light lines which radiate outwards from the center. These are medullary rays. Now when a board is sawn approximately at right angles to, or across these rays, bringing to the surface variations caused by the rings of growth, the resulting surface effect is known as "plain" sawn. But saw the board so that the surface obtained is parallel to these medullary rays, cutting through them instead of across, and at once "flashes" or "flakes" appear, in a varied and beautiful pattern. This effect is known as "quarter" sawn.



The unobtrusive ribbon effect of "plain" Gumwood paneling is a decorative triumph in this dignified library. See page 10 for variations of this treatment.



Plain-sawn American gumwood, (Red Gum) plain wood. Stained



Figured Gumwood in this gracefully proportioned door is in itself an important detail in decoration. It is a masterpiece, painted by Nature.

Now no wood has more wonderfully interesting patterns than figured gumwood, but it is one of Nature's riddles to account for them. The pattern is not produced in the usual manner by quarter-sawing, although this process will improve any figure if it is already there. All one can say is that some trees have pronounced figured wood, others varying degrees of pattern, and many which show but slight indications of it. Undoubtedly the condition of the soil and the location of the individual tree affect in some mysterious way the structure of the wood. Only when the tree is felled, does the grain show itself as plain or figured. That is what makes the gumwood tree so interesting; it is like finding a jewel, the value of which depends upon hidden qualities brought out by cutting and polishing.

Rare Opportunity for Variety

The figure ramifies through the wood at random, obeying no known laws. Gumwood logs will each display differing patterns, some subdued, some intricate and ornate. The more fantastic patterns, if used conservatively, provide a much prized



Plain-sawn gumwood, (Red Gum) figured wood. Natural finish.



Recommended for interior woodwork in leading apartment houses and hotels.

plain gumwood will show some of the characteristic markings of more figured wood, and may be used to adorn large wall spaces without loss of dignity. A unique treatment is the combination of figured panels with plain wood surrounding them. For all general interior woodwork, plain gumwood finished natural is recommended because of its soft color qualities,

decorative detail for paneling. Most of the product of the gumwood tree is, however, classed as "plain" wood. The term "plain" whenever used in this booklet is a technical word, and simply means that the wood is not highly figured. It is not plain in the sense that it lacks decorative value.

As a matter of fact, all



An unusual panel design made possible by a wood delicate and restrained in grain and coloration. Both figured and plain wood may be combined to advantage.



Quarter-sawn American gumwood, (Red Gum) plain wood. Stained.



The pattern in Gumwood is uniform throughout the log, making a large area that is at once unobtrusive and pleasing. The effect is

which provide a rich quiet background for furniture and hangings. This plain wood may be either plain or quarter sawn, to meet individual taste. See plates on pages 7 and 11. It does not show finger marks, and is easily kept in perfect condition.

A sense of decorative unity is at once achieved by a room enriched by plain gumwood. Its natural coloration is a beautiful reddish brown, with a satin-like sheen, delicate and elusive



*not, making possible a continuous wall treatment in rooms of
The effect is heightened by the warm natural finish of the wood*

in tone, and its appropriate use reflects dignity and harmony. Coincident with the development of the "Better Homes" movement, has come a growing knowledge of the cultural value of pleasing room decoration. It is a theme of great interest, and each year strengthens American gumwood, with its warmth of color and ever appealing harmony of tone, in the estimation of people of taste.

For a Hundred Conveniences

BUILT-IN household conveniences, in harmony with the architectural treatment of the room, are one of the most delightful attributes of a modern home. Breakfast nooks, service accessories in dining room and pantry, kitchen compartments, shelving, and cabinets; window and hallway seats, cozy corners in living room or library, sunporch fittings, innumerable conveniences upstairs—all make the home more attractive and more individual. Here, beneath the con-

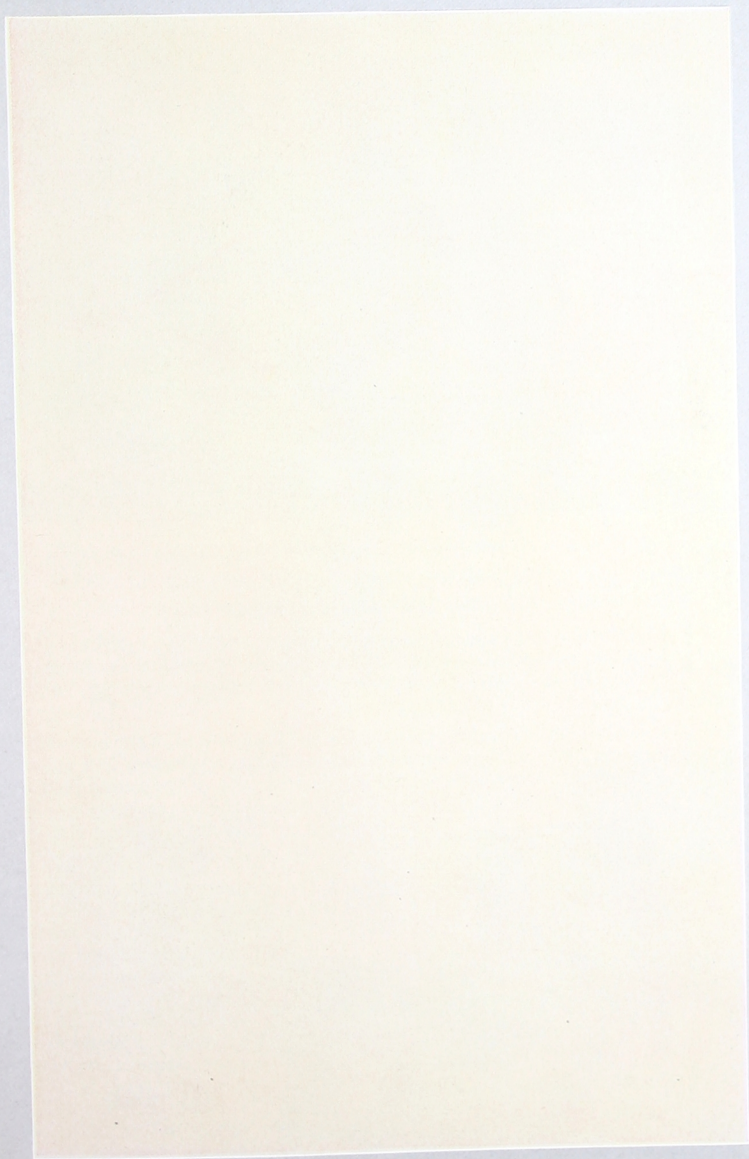


cealing beauty of ivory or gray enamel, we find American gumwood. For this purpose the part of the tree known as sap gum is mostly used. This is the outer portion in which growth occurs and which contains the live sap. The coloration is different from the reddish brown of the heart-wood, commercially known as red gum,

but is entirely suitable wherever enamel is to be supplied, hiding the natural color of the wood.

Gumwood takes a perfect finish; its cell structure is so uniform that it does not absorb too much of any staining or enameling material, and there is no resin to come through and spoil the finish.





Sap gum—enamel finish



Note the accurately matched figure in the columns of this hotel interior

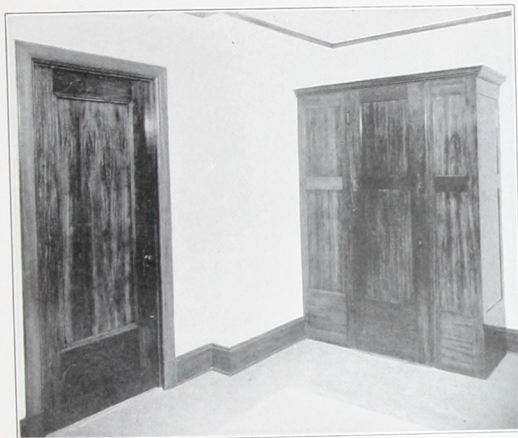
For All Buildings

MODERN hotels, apartment houses, offices, and public buildings generally, as well as homes, find in American gumwood an excellent material for interior woodwork, which includes paneling, doors, mouldings, and all kinds of cabinet work.

Red gum, which is the commercial term for the heart-wood of the gumwood tree, is in great favor for these purposes, finished in its natural reddish brown tone. If, however, other color effects are desired, any of the stains such as the browns, reds, and grays, may be employed with entire success, to meet the individual taste of the user.



Sap gum is the commercial term for the sap wood of the gumwood tree. (It is permissible in the sap gum grades that the boards contain a proportion of heart-wood.) We have already spoken of the advantages of sap gum whenever enamel, white, ivory, or gray, is to be applied. It will also admit of any of the other desired stains.



An office is the business "home" for many hours in the day, and what might be termed a "Better Office" movement has become as important as that of "Better Homes."

We find, therefore, that the rather bizarre woodwork in business offices a decade or so ago, has been succeeded by quiet and rich tones in natural woods, among them our own native Gumwood.

The Importance of Proper Finishing

ALL woods are improved by finishing, and to obtain the best results the individual properties of each wood must be studied. Experts have worked out the following formulas, which will be of interest to users of American gumwood.

NOTE—American Gumwood has a very close grain and may be finished without the use of a filler, but we recommend that after the wood has been sandpapered perfectly smooth, that it be filled with either paraffin or pure boiled linseed oil. This will develop a beautiful rich color tone not otherwise obtainable.

Natural and Stained Finish

First sandpaper the wood perfectly smooth (this is essential in any wood in order to obtain a good finish), then apply oil. After the oil has been thoroughly absorbed, smooth with fine sandpaper or steel wool and then apply two or three coats of pure white shellac, smoothing each coat when dry. Then apply two or three coats of high grade varnish, rubbing down with steel wool between each coat. The final coat should stand eight days, after which it should be rubbed with water and pumice stone first and the next day with rubbing oil and pum-





Many of our finest office buildings find in American Gumwood an ideal finishing wood

white enamel finish. See pages 14 and 15. First apply three coats of flat white or any standard enamel undercoater, then apply two or more coats of any good enamel. Time should be allowed between each coat for the paint to become thoroughly dry. Each coat should be smoothed with fine sandpaper, excepting the last coat, which may be rubbed with pumice stone and water to produce a dull finish. Special formulas are used for enamel finish on furniture and pianos, and this finish on gumwood is equal to polished ivory.

ice. If a stain is desired, the same process should be followed, except that a lighter coat of oil may be used, and that the finisher then stain the wood the desired color.

Wax Finish

First sandpaper the wood perfectly smooth, apply a coat of oil as above, then apply two coats of pure white shellac, rubbing down each coat with steel wool when dry, then polish with prepared wax. This will produce a rich color tone and a satin like finish, which is very attractive.

Enamel Finish

American gumwood has superior qualities for taking and retaining



For all general interior woodwork, "plain" Gumwood, finished natural, is recommended



A Good Wood for Good Furniture

WE HAVE spoken of the appropriateness of gumwood for paneling and interior woodwork of all kinds, in which its beauty finds full expression. Now, American gumwood has another appeal in the modern home. It is a wood of the highest value in the making of good

furniture. No better furniture as regards appearance and durability can be made than that in which gumwood has been generously and suitably used.



Construction, design and finish,—the best. American Gumwood liberally used

Furniture of character is the secret of tasteful appearance and livableness in our homes—correctly proportioned, of good wood, of good design and construction, carefully chosen to suit the room and its furnishings. It is not a question of cost, as reasonably priced articles, if properly designed and made, are objects of real beauty and lasting value. They are an investment in good taste.

A Heritage from the Past

From earliest times to the present, furniture making has been an art, practiced by master craftsmen who have studied the models of the past, and have transformed objects of utility under the inspiration of their genius. Such men as Adam, Chippendale, Hepplewhite, Sheraton, and in our own Colonial days, Duncan Phyfe, were "architects" of furniture. They took the best period motifs from times which had preceded them, and created types of their own. We of today profit by their craftsmanship, and in modern furniture we find the ideals of the past adapted to our own requirements.



All but the inlaid top is Gumwood

The legs and cross pieces of this gate-leg table are Gumwood

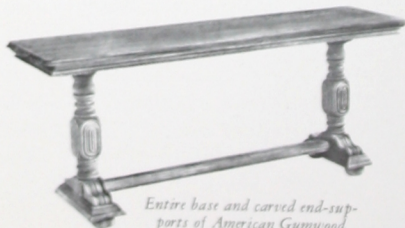


Durable and Sound Construction Important

This is a day of utility, and modern construction must employ the best cabinet work. We require that good furniture should last, as well as look its part. American gumwood contributes largely to this important element of the manufacturers' art. Its working qualities are such as to make it highly suitable for use with other woods, for all solid parts such as legs, posts, stretchers, frames, and member supports of all kinds, as well as for designs calling for all gumwood. Leading manufacturers have adopted gumwood in the making of their most stylish suites, which utilize the most diversified woods, as will be seen by examining the splendid pieces shown on these pages. There is perfect harmony in effect, for gumwood takes a finish in conformity with other cabinet hardwoods with which it is used. In fact, no wood is superior to gumwood for certain decorative details such as high-lightings in the popular two-toned antique effects. There is a warmth in the native hue of gumwood which seems to suffuse itself through any finish applied; the result is elusive, delicate, and very beautiful.



Gumwood legs and cross pieces support a richly inlaid top of selected hardwoods

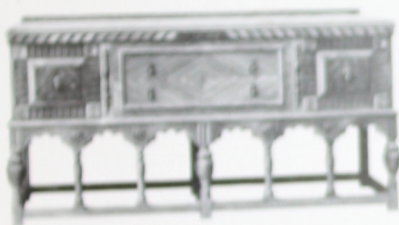


Entire base and carved end-supports of American Gumwood

Trust the Builder

In the building of a home, different woods are used for joists,

siding, floors, paneling, and other decorative or structural elements, each selected for the work to which it is best fitted.



In these three pieces, Gumwood for solid parts permits extra value in design, finish, and treatment of other woods used for surfaces.

Architect and builder are relied upon to know the materials that will best serve in the creation of a well-built and attractive home.

Trust the Maker

So, too, in the making of good furniture, manufacturing craftsmen know woods, and which to use for definite purposes and effects. They appreciate the properties of all woods, and the widely accepted use of gumwood by masters of their art is its best endorsement. Retail furniture dealers the country over offer for sale furniture in which gumwood is used. They so advertise it, and endorse it to the public.



Gumwood appropriately used, and finished in harmony with other woods.

Wood is Nature's Gift

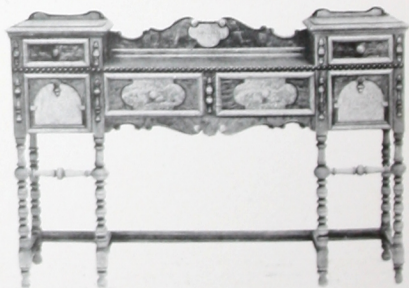
After all, the satisfaction we take in good furniture is a tribute to wood. Here is Nature's gift to man, durable, serviceable, beautiful — a material we enjoy touching and living with. We are "at home" with wood, and we draw liberally upon the wealth of Nature to enrich our homes. What a variety of exquisite woods are supplied by the forests of the world for the benefit of mankind, each differing in characteristics and qualities. American gumwood, the product of our own Southern woodland, contributes its distinctive texture and coloration; it enjoys a proud place in the family of accepted cabinet hardwoods.



The furniture pieces shown on these pages are excellent examples of the furniture makers' art in its highest form. In every case, legs, posts, cross-pieces, and solid structural parts are Gumwood, finished in harmony with other woods used.



Carved base and all solid parts of American gumwood.



It is in high lighting effects on carved posts and cross members that Gumwood displays one of its most valuable characteristics.



Frame, legs, mirror supports, and other structural parts are examples of the accepted use of Gumwood in good furniture, in connection with other woods used for ornamental surfaces.

The two interesting chairs, with their gracefully turned members, are all Gumwood, except for panels.

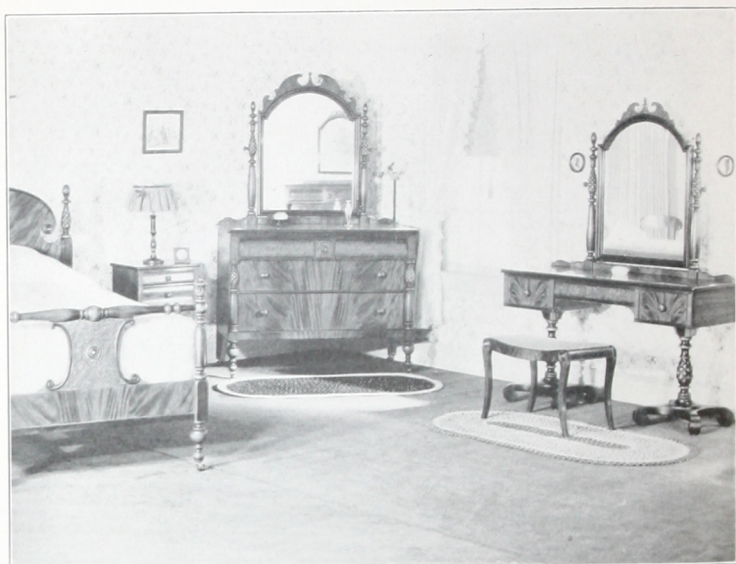


All Gumwood.



Highlighting is beautifully brought out by Gumwood



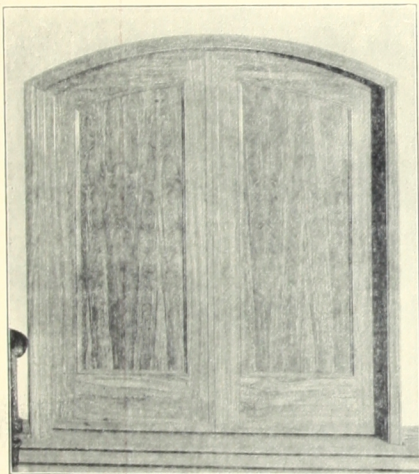


Above and below are further examples of good furniture in which Gumwood plays a prominent part. The buffet at the right makes use of the natural beauty of Gumwood for surfaces, as well as for other parts. It is all-gumwood.



Enamel furniture is much in vogue for breakfast room suites, bedroom sets, and sun porch furniture generally. Beautiful color combinations are possible, enameled to a perfect finish, over the even fine grain of American Gumwood.





THE Gumwood Service Bureau of the Hardwood Manufacturers Institute will be glad to supply to those interested further information on such technical matters as Kiln-Drying, the Care of Hardwood Doors and Trim, Veneers, Grading Rules, and the miscellaneous uses of American Gumwood.

Samples of plain and figured wood will be supplied on request.



GUMWOOD SERVICE BUREAU OF THE
HARDWOOD MANUFACTURERS' INSTITUTE
Memphis, Tennessee



The American Club
and the College of
our authors' lives